



Think Big



Think WoodGreen

Because everyone deserves the essentials of life

WOODGREEN BELIEVES IT TAKES BIG IDEAS TO SOLVE BIG PROBLEMS

When your job is solving complex social problems, you can't afford to do what's always been done. WoodGreen Community Services understands this. We recognize that Toronto's most vulnerable often face multiple challenges that cannot be addressed in isolation. That's why we pride ourselves on our ability to come up with integrated solutions that connect issues such as housing and economic self sufficiency, immigration and employment, and quality childcare and healthy neighbourhoods. Even after 69 years, we continue to innovate!

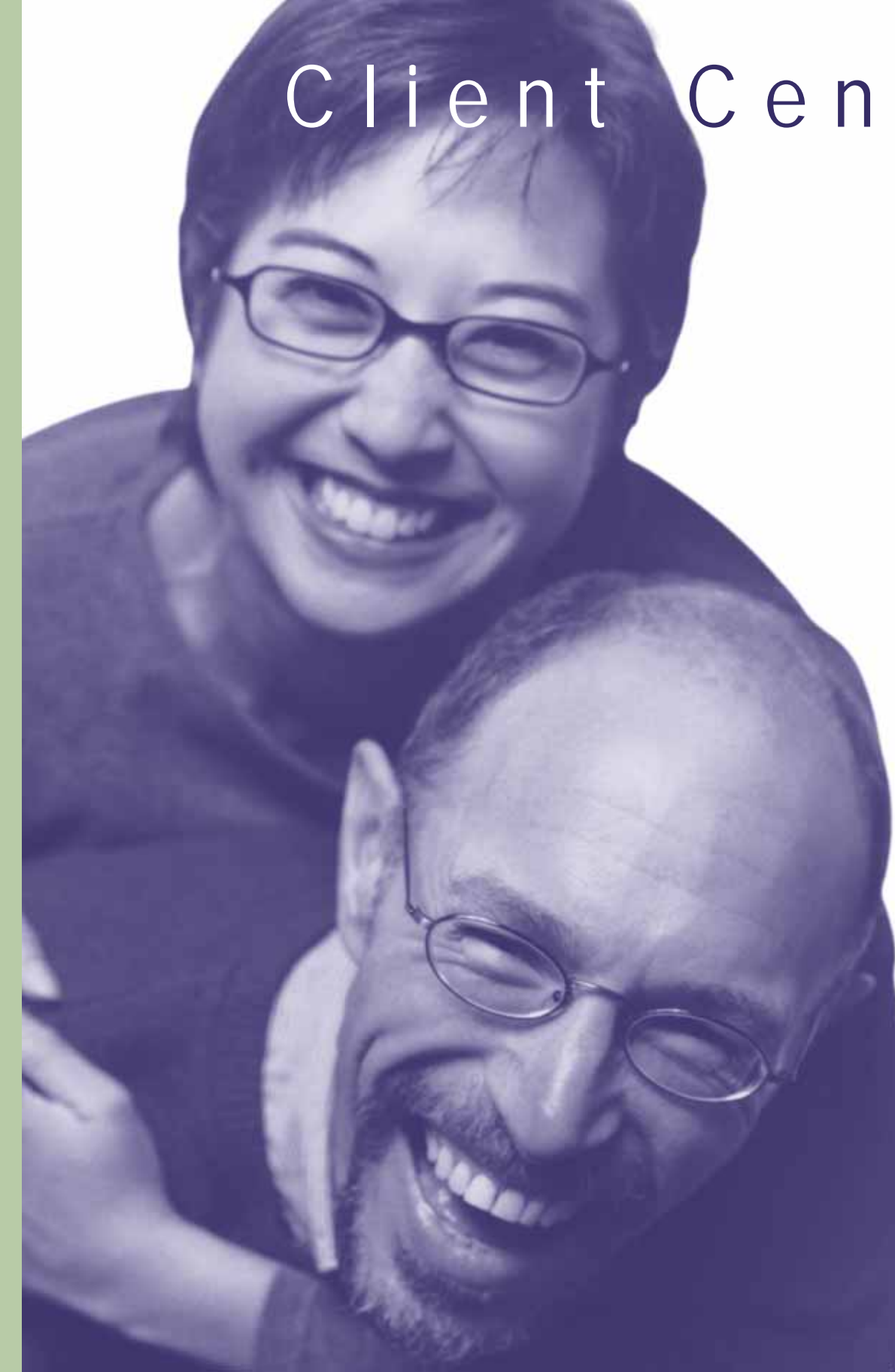
Always looking for ways to increase our impact, we have developed more than 150 partnerships and collaborations with government, community agencies and health organizations across Toronto. We

leverage our resources with a volunteer force of over 1,000 people who play an integral role in helping us serve the 37,000 individuals and families that come through our doors each year.

At WoodGreen, we don't accept being good at what we do, we always want to be better. That's why we listen to our clients and we try out new and promising service delivery models. And we're not afraid to take risks, especially if we think we can achieve more lasting, sustainable solutions for our clients and for our funders.

In many ways, we're still the small, grass roots community agency we once were. We just happen to have very **BIG ideas**.

Client Centered



"Our new one-stop approach is just another great example of how WoodGreen really listens to clients and is always looking for ways to serve them better. By thinking differently, we will be able to reach more people and really cater our services to each individual's specific needs. This is a big idea that could really change the way we operate across the entire organization."

Maisie Lo, Manager, Immigrant Services, WoodGreen Community Services

WE LISTEN TO OUR CLIENTS TO SERVE THEM BETTER

At WoodGreen Community Services, our mission is, and has always been, to help those in need across the city to become more self sufficient and to live independently within their own communities. We have worked hard to keep our finger on the pulse of our clients' ever-changing needs, and to design holistic programs and services that meet these needs.

WoodGreen's latest initiative is a new one-stop service approach designed to provide clients with access to a mix of supports – at one convenient location. Clients can now come into any one of WoodGreen's four employment or immigrant service locations and make an appointment with a counselor right on the spot, sign up for a variety of informative workshops, or receive resume support, interview tips or a list of job opportunities. We are bringing the services right to the client, at the location that suits them best.

One of the key success factors to this new one-stop approach is a new Client Tracking and Management System developed by WoodGreen to allow better gathering, managing and sharing of client information across locations. The tracking system helps WoodGreen counsellors to stay on top of service trends and the needs of clients. And in creating a better tool for ourselves, we've created a better tool for a variety of community agencies who've also adopted the system, including St. Stephen's Community House and Micro Skills.

For WoodGreen clients, our new one-stop service means quicker, easier access to the supports they need. It's just one example of how listening to clients has helped us to be more creative with our services and more responsive to the people we serve.



"WoodGreen's Homeward Bound changed everything. Here someone was telling me they would give me a subsidized two-bedroom apartment, access to a top-of-the-line daycare my son could attend and an opportunity to go back to school and get a good job. I did not have to be poor forever. I would be able to have the life I had dreamed of – a normal life. That's all I wanted, someone was giving me a chance."

Anne Mercer, Homeward Bound Client

WHO WE ARE

WoodGreen Community Services takes an integrated, client-centered approach to building a better Toronto. Together, with our many partners, we offer innovative, long-term solutions to the most critical social issues facing our city today. Some of the key areas we focus on include homelessness, poverty, chronic unemployment, childcare, support for seniors and immigrant services.

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Capacity Builders

“WoodGreen is exactly the kind of partner you want. They are open and collaborative and always trying to figure out what is best for the client. They find new solutions because they look beyond what has traditionally been done. By working together we are able to achieve so much more.”

Wolf Klassen, Vice President, Program Support, Toronto East General Hospital

WOODGREEN IS THE KIND OF PARTNER YOU WANT

Since 1937, WoodGreen Community Services has been building the capacity of its staff and the surrounding community to serve the many individuals and families in need throughout Toronto. Known for our open and collaborative approach, we bring clients and partners together to identify opportunities to strengthen existing services, while addressing gaps in the system.

In our seniors area alone, we are making a significant impact through our partnerships with more than 30 community organizations.

For example, collaborating with the Government of Ontario's new Local Integrated Health Network (LIHN), WoodGreen held a planning session to encourage seniors to have a say in their own health care. This initiative provided the Toronto Central LIHN with valuable input into improving the quality and accessibility of health care for seniors.

We have been playing a leadership role in an innovative partnership of eight community organizations¹ called Community Rounds – aimed at improving the transition of seniors from the hospital back into the community. We are exploring what services are available to seniors once they are discharged, what's missing and how we can help them live more independently in the community.

Pooling our expertise and resources with Toronto East General Hospital and Community Care East York is also resulting in much needed services. Through our Full Circle partnership we are able to provide very specialized, psychogeriatric counseling and case management support to seniors with severe mental health issues.

At WoodGreen, we believe that building great programs and services comes from building great capacity.

¹ Community Rounds Partners include: COTA, Community Care East York, East York Access Centre, Partners for Health, Senior Link/Neighbourhood Link, Toronto East General Hospital, The Wellesley Institute.

Resourceful

“WoodGreen really knows how to put together a volunteer program for companies. They don't create make-work projects. They get staff involved in a way that allows them to see the impact they're having – whether it's reading to children or fixing up their housing units. As a result, our people leave feeling really good because they've made a difference. From a team building perspective, the volunteering we do at WoodGreen is very powerful.”

Gordon Cressy, President, Canadian Tire Foundation for Families

WE MAKE THE MOST OF EVERY DOLLAR WE RECEIVE

At WoodGreen Community Services, we believe in maximizing the impact of every dollar given to us by our generous donors and funders. That's why we have worked hard at building strong network of dedicated volunteers. Being resourceful has been key to our success.

In 2006 alone, more than 1,000 volunteers committed a total of 54,000 hours to WoodGreen. This is the equivalent of having an additional 27 staff members supporting our organization, not to mention the financial value of their efforts – an estimated \$810,000 in salary savings alone². Their impact has been significant.

Some of WoodGreen's programs and events literally would not exist without the dedication of our volunteers, who help us:

- Distribute all the mail between our 15 different locations
- Deliver more than 28,000 meals to senior's homes

²Based on 54,000 hours at \$15 an hour (source: The Volunteer Added Value Website)

Solution-Driven

“WoodGreen has proven to be a great investment. WoodGreen has an excellent track record of developing innovative programs which get results. The range and caliber of WoodGreen supporters tells you something about the effectiveness of their work. We are honoured and proud to be a partner of this fine organization.”

Jean Faulds, Executive Director, The Counselling Foundation of Canada

WOODGREEN IS AN INVESTMENT THAT PAYS OFF

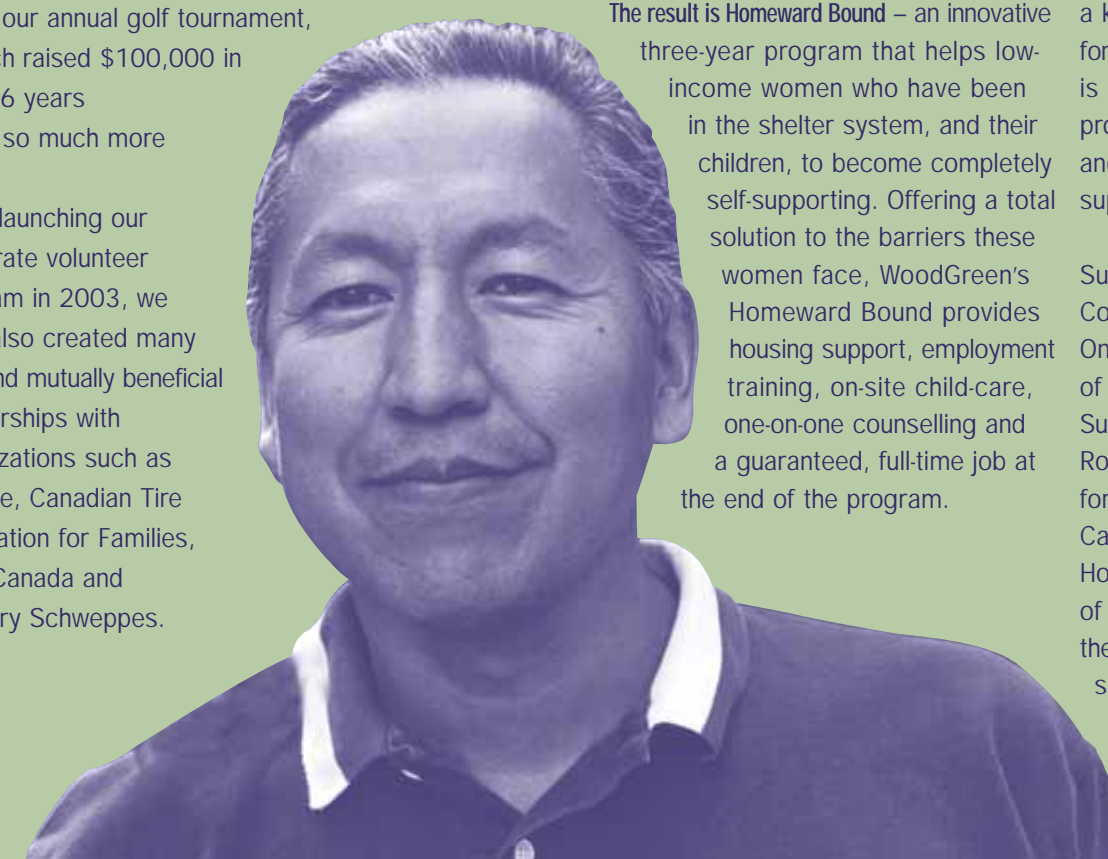
When the president and chief executive officer of TD Financial Group, Ed Clark, and his wife, Fran, were looking to invest in a sustainable solution to Toronto's homelessness issue, they chose WoodGreen Community Services as their partner.

The result is **Homeward Bound** – an innovative three-year program that helps low-income women who have been in the shelter system, and their children, to become completely self-supporting. Offering a total solution to the barriers these women face, WoodGreen's Homeward Bound provides housing support, employment training, on-site child-care, one-on-one counselling and a guaranteed, full-time job at the end of the program.

In just 18 months, program results have been tremendous. Cost savings alone are estimated at more than \$1.5 million when you compare supporting the 32 women in Homeward Bound to housing them using Ontario Works³. The program has also led to 23 enrollments in a college program – a key outcome given the employment rate for women with post-secondary educations is over 80% in Canada. Women in the program also report feeling less isolated and more confident about their ability to support their family over the long-term.

Supported by Fran and Ed Clark, The Counselling Foundation of Canada, The Ontario Trillium Foundation, United Way of Greater Toronto, East York Rotary Club, Sun Life Financial, Paliare Roland Rosenburg Rothstein LLP, Canadian Tire Foundation for Families, PAL Benefits, Sleep Country Canada and all 3 levels of government, Homeward Bound is one of many examples of WoodGreen's ability to bring together the right partners to develop an integrated solution to a complex social problem.

³Estimated cost savings over 12 years



Entrepreneurial

“I have found WoodGreen staff to be open and dedicated to finding the best solutions for their clients. They are entrepreneurial – always seeking better ways to provide their services. WoodGreen is a strong, effective partner working with us to achieve common goals.”

Brian Armstrong, Settlement Officer, Settlement IGA, Citizenship and Immigration Canada.

WE ARE ALWAYS TESTING NEW IDEAS

At WoodGreen Community Services we believe the only way to get better at what we do is by taking risks and testing new approaches to service delivery. As a result, we have piloted many innovative and successful projects, including the Bruce WoodGreen First Duty Project which offers an integrated approach to early learning and child care, and the Emergency Homelessness Rent Supplement Pilot Project, which supported the ex-residents of Tent City to transition into more stable housing with remarkable results.

WoodGreen's newest pilot initiative is an interactive, online resource for Toronto's new immigrant community called *Newcomer Links*. The idea for the new web-based service came to WoodGreen after extensive research revealed that newcomers face many barriers to accessing the information and services they need to get settled and find employment in the city. The agency also learned that newcomers are avid internet users.

The first online service of its kind in Toronto, the *Newcomer Links* site enhances immigrants' access to information, advice and various learning resources, while helping them connect with peers – anywhere, any time of the day.

Most importantly, WoodGreen's experienced counsellors and coaches guide new immigrants through the overwhelming amount of information currently available on the Internet. Newcomers can also link into the expertise of WoodGreen staff for one-on-one support or questions on everything from employment insurance, to social insurance applications and finding the right job. Online learning circles help newcomers to interact and support each other.

With a goal of reaching more than 5,000 new immigrants a year, WoodGreen's *Newcomers Link* project is a great example of entrepreneurial thinking in action!

